

TECHNICAL



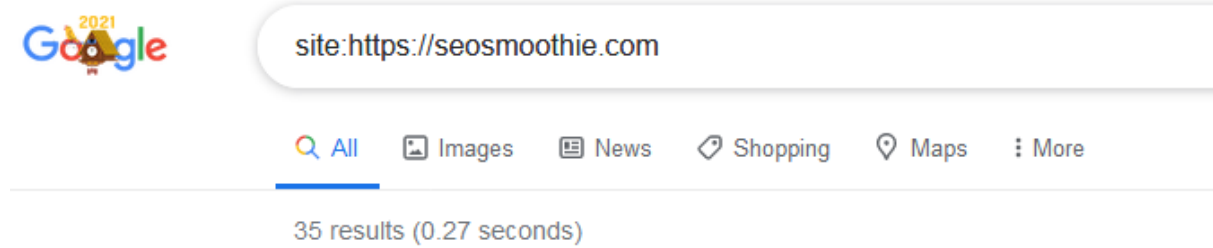
SEO AUDIT

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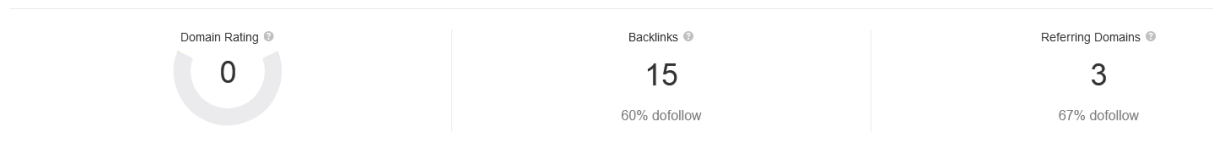
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Introduction

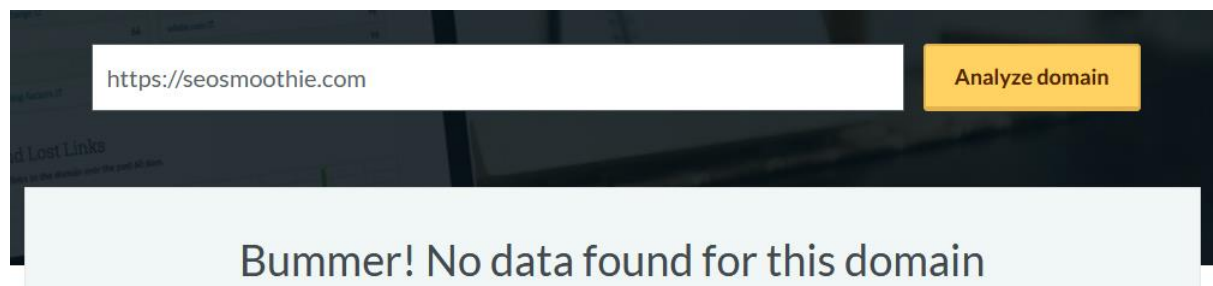


***Domain Rating** is a metric developed by **Ahrefs** which shows the strength of a website's backlink profile on a scale of 1 to 100.

Backlink profile for https://seosmoothie.com/
Domain including subdomains



***Domain Authority** is a metric developed by **Moz** that is a predictor of how well websites will rank on search engines (from 1 to 100).



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On-Site

HTTPS

There should be zero SSL Errors. 0

▼ Security		
All	133	100%
HTTP URLs	0	0%
HTTPS URLs	133	100%
Mixed Content	0	0%
Form URL Insecure	0	0%
Form on HTTP URL	0	0%
Unsafe Cross-Origin Links	0	0%
Protocol-Relative Resource Links	0	0%

Robots.txt

It should exist OK

Sitemap.xml

It should exist OK

Redirects

HTTP to HTTPS

It should redirect properly on all URL levels OK

WWW to NON-WWW (NON-WWW to WWW)

It should redirect properly on all URL levels OK

HOME page

It should redirect to the domain or to Page NOT Found* OK

*Using of canonical tag is an option.

Trailing slash

It should be consistent. OK

Redirect chains

It should not exist OK

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URL structure

<ul style="list-style-type: none">• Using lowercase characters• The length to be around 70 characters• Using - but not _• Friendly – without file extensions	OK
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Error handling

Custom errors

It should redirect to custom error page	OK
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400

It should show Page Not Found	OK
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Home Page Tests (recommended for all landing pages)

Google page speed

Desktop. The optimization score should be 90% or higher.	99
Mobile. The optimization score should be 90% or higher.	100

JavaScript Errors

There should be zero results.	OK
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Markup Validation (W3C validator)

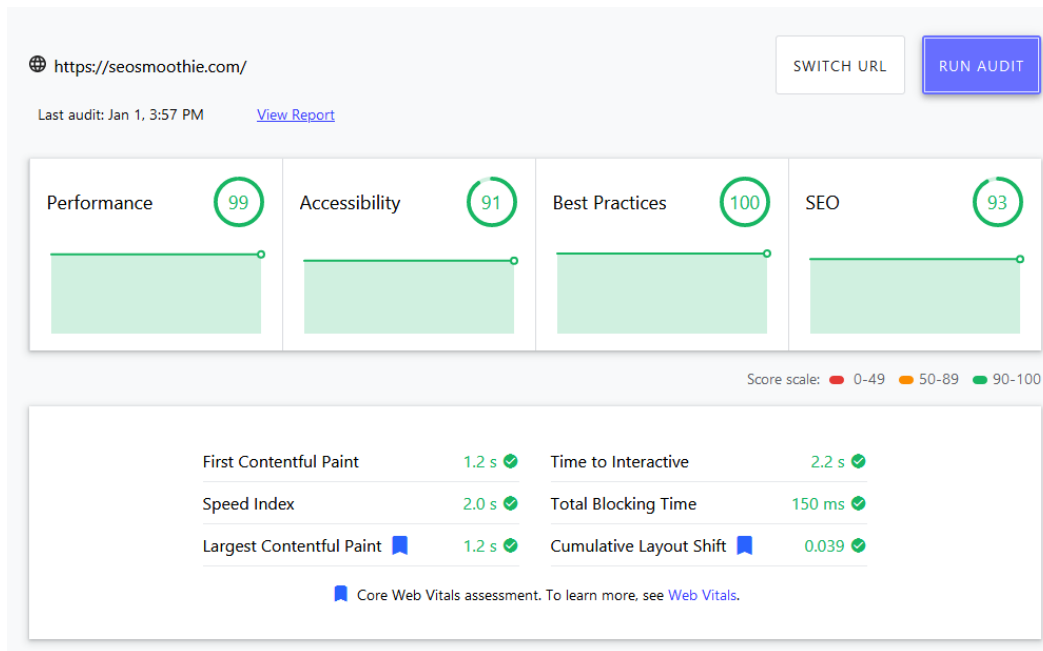
There should be zero Errors.	NO*
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*Even though most of them are caused by “nitro-lazy-src”, there are still other that can be fixed.

Google's Lighthouse audit tool

The Performance score should be 80% or higher.	99
The Accessibility score should be 100%.	91
The Best Practices score should be 80% or higher.	100
The SEO score should be 90% or higher.	93

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*Probably the reason is related to the JS errors

Rich Snippets validator

There should be zero errors.

OK

AMP validator

There should be zero errors.

NO

Screaming Frog Tests

The test is done with Respect **robots.txt** setting.

▼ Summary		
Total URLs Encountered	140	100%
Total Internal Blocked by robots.txt	0	0%
Total External Blocked by robots.txt	0	0%
Total URLs Crawled	140	100%
Total Internal URLs	133	95%
Total External URLs	7	5%
▼ Crawl Data		
▼ Internal		
All	133	100%
HTML	40	30.08%
JavaScript	13	9.77%
CSS	8	6.02%
Images	64	48.12%
PDF	8	6.02%
Flash	0	0%
Other	0	0%

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Response codes

No Response. There should be zero results.	OK
Client Error (4xx). There should be zero results	OK
Server Error (5xx). There should be zero results.	OK

Page Titles

Missing. There should be zero results.	OK
Duplicate. There should be zero results.	OK
Over 65 Characters. There should be zero results.	OK
Below 30 Characters. There should be zero results.	OK

Meta Descriptions

Missing. There should be zero results.	OK
Duplicate. There should be zero results.	OK
Over 156 Characters. There should be zero results.	OK
Below 70 Characters. There should be zero results.	OK

H1 Tags

Missing. There should be zero results.	OK
Duplicate. There should be zero results.	OK
Multiple. There should be zero results.	OK

Images

Missing Alt Text. There should be zero results.	OK
Alt Text Over 100 Characters. There should be zero results.	OK

Canonicals

Missing. There should be zero results.	OK
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Open Graph Tags

Missing. There should be zero results.	OK
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Thoughts and suggestions

The website has been just created. The Technical health is almost perfect.

- Fix Markup Validation Errors
- Create AMP
- Pay attention to the decreasing Accessibility